



ADVENTURES IN SOCIAL SCIENCE: NO. 1

"The proper study of mankind is man," said Geoffrey Chaucer in his immortal *Canterbury Tales*. At the Bat, and I couldn't agree more. In these tangled times it is particularly proper to study man—how he lives and works. Accordingly, this column, normally devoted to splashy waggery, will from time to time turn a serious eye on the social sciences.

In making these occasional departures, I have the hearty approval of the makers of Philip Morris Cigarettes, whose interest is not only in providing young Americans with fine cigarettes, matchlessly blended of vintage tobaccos, grown with loving care and harvested with tender mercy, then cured with compassionate patience and rolled into firm tasty cylinders and brought to you in long size or regular, in soft pack or flip-top box, at prices which wreak no havoc on the most stringent of budgets, but who are equally concerned with broadening the minds and extending the intellectual vistas of every college man and woman!

I, for one, am not unmoved by this great-heartedness, and though I know it is considered chic these days to disparage one's employers, I shall not. Indeed, I shall cry "Huzah!" for the makers of Philip Morris. I shall cry "Huzah!" and "Viva!" and "Ole!" and "Ochichoonya!"

But I digress. For our first lesson in social science, let us turn to economics, often called the queen of the social sciences. (Sociology is the king of the social sciences. Advertising is the jack.)

Economics breaks down into two broad general classifications: 1) coins; 2) folding money. But before taking up these technical aspects, let us survey briefly the history of economics.

Economics was discovered by the Englishman, Adam Smith. He published his findings in 1786, but everybody giggled so hard that Smith, blushing hotly, gave up the whole thing and went into the cough drop business with his brother.

For long years after that economics lay neglected while the world busied itself with other things, like the birth of Victor Hugo, the last days of Pompeii, and the Bunny Hug.

Then one day while flying a kite during a thunderstorm, the American, Henry George (also called Thorstein Velden), discovered the law of diminishing returns, and then, boy, the fat was in the fire! Before you could say "knife" the Industrial Revolution was on! Mechanization and steam power resulted in prodigies of production. For example, before the Industrial Revolution, a Welsh artisan, named Dylan Sigafos, used to make horseshoes by hand at the rate of four a day. After the Industrial Revolution, with the aid of a steam engine, Sigafos was able to make entire horses!

And so it went—factories rising from



the plains, cities burgeoning around the factories, transport and commerce keeping pace—until today, thanks to economics, we have smog, recessions, and economics textbooks at \$7.50 per copy.

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The makers of Philip Morris are no economists, but they do understand supply and demand. Some people demand filter cigarettes, so they supply the finest—Marlboro, of course! Great flavor, improved filter—a lot to like!



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